

# CALL/ACBD Website Editorial Board

## Annual Report 2017 - 18

May 2018 – Halifax, NS

**Committee Chair:** Alan Kilpatrick

**Members:** Michel-Adrien Sheppard (Executive Liaison), Susannah Tredwell, Svetlana Kochkina, John Kerr, Nicole Cork (CALL National Office)

The Website Editorial Board (WEB) establishes policies and guidelines for the website, oversees the website's operation, and provides direction to the website administrator. The WEB reports to the Executive Board through the Executive Liaison.

The WEB determines policy and guidelines relating to content and design of the website, working within the approved budget. Formal approval for editorial policy rests with the Executive Board.

**Activities and initiatives that the committee has completed during this past year:**

The WEB explores ideas to improve the website on an ongoing basis. Since 2017, the WEB has pursued an initiative designed to increase the amount of content published on the website. The WEB has done this by:

- Encouraging committees and special interest groups to make their content publicly available on the website
- Encouraging members, committees, and special interest groups to take advantage of the association's blog, social media channels, and newsletter
- Soliciting new content for the website through strategic and targeted use of the association's blog, social media channels, and newsletter
- Highlighting the multitude of resources currently available on the website
- Monitoring new content created by members and seeking permission to republish that content on the website.

**Activities and initiatives that the committee hopes to tackle for the next business year:**

The WEB will continue to explore ideas to improve the website. The WEB will continue to place emphasis on increasing the content published on the website through strategic use of the association's social media, blog, and newsletter.

**Respectfully submitted by:**

Alan Kilpatrick  
Chair, WEB  
April 6, 2018